

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

REGIONAL CENTRE – VIJAYAWADA

Consolidated report on Promotional Programmes organised
from 1st July 2014 to 30.6.2019

Objectives of the Promotional Programmes:

Regional Centre Vijayawada is conducting Promotional/Carrier Guidance Programmes every cycle with the help of the Academic of RC Vijayawada with the following objectives:

- Creating awareness about the IGNOU Programmes both in Urban and Rural Areas
- Carrier Guidance to the Prospective learners in the Region
- Reaching the un reached through different programmes
- Trying to enhance the GER by enhancing the enrolment in the Distance Education, in the Region.

Target Group:

- Target group is generally the School/College students

How the Programmes are conducted :

- By organizing the meetings in the Regular Study Centres and other educational Institutions in the neighbourhood.
- By organising press meet and Regional Centre and at the LSCs
- Through Electronic media i.e. AIR and Door Darshan, which include Live Phone in Programmes/Talks/Scrolling and by issuing jingles in AIR.
- By writing letters to Schools/Colleges/Professional Institutions
- By display of Banners in different towns / in the LSCs
- By participating in the Book Festival/Exhibitions etc.

Who will organise these meetings:

- Regional Academics of the Regional Centres with the Help of the Coordinator and the Heads of the Educational Institutions where ever the meeting are proposed.

How the programmes will be organised:

- The students will be informed by the Coordinator well in advance.
- A banner will be arranged in the meeting Hall
- Information brochures will be distributed to all the participants. Normally these will be about the IGNOU Courses. Basically we do distribute five types of information brochures:
 1. General information brochure about IGNOU Courses
(We will explain the students what courses are available after 10th Class or 12th Class and courses available for the different segments of the Society, like:
 - Regular students as add on courses (all certificate courses)
 - Teachers
 - NGO Functionaries
 - Police
 - NDRF
 - Anganwadi Workers etc.
 2. Programme Specific Information Brochure
 - Like BCOMAF, BCOMFCA, BCOMCAA
MCOMFT, MCOMAFS, MCOM (BPCG)
which are designed for the CA/ICWA/CS Students.
 - Meeting were conducted at the CA Coaching Centres and the pamphlets were distributed to the CA Regular students to inform the one year BCOM programme being offered by IGNOU, Which is designed in collaboration with ICAI.

- MA Psychology which is very popular courses
3. Leaflet about the courses on offer at a particular Study Centre where the Promotional Programme is being organised. In every Cycle of admission such pamphlets are being printed and distributed through the Study Centre, to the visitors of the study centre and to the students of the different colleges of the town where the study centre is located.
 4. Leaflet containing the specific scheme details like exemption to SC ST students
 5. Discipline specific courses, Like Courses for Teachers. There are many course that are useful to the Teachers of Schools and Colleges.
 - For School Teachers: CIG, CTPM, CTE, CFE, CPVE, PGDSLML
 - For College Teachers: MAEDU, PGDHE, PGDET, PGDEMA, etc.
 These pamphlets are printed and are being sent to the schools and distributed at the Promotional meetings. Model brochures are attached with this report for ready reference

After distribution of the information brochures Academics will interact with the students and advice them on carrier opportunities available for them in Higher education and on the job oriented courses. They will also suggest the courses that are suitable to the interest of the learners. Academics will answer the doubts being raised by the learners on the delivery mechanism of the IGNOU Academic Programmes and flexibility in the system. Then the local Coordinator will address the students and will explain the IGNOU programmes that are available in their college.

Sometimes press people will also attend the meeting and will interact with the Academics of the IGNOU Regional Centre. The news will be published in the News paper next day and it will help the local people to note the carrier opportunities available through IGNOU.

A sample of the students gathering is shown in the following photographs taken on the occasion of Promotional programme organised at LSC-33025 at Adoni on 10.7.2019.



Regional Director Addressing the Students during the Promotional Programme at Adoni on 10.7.2019



Students attended for the Promotional Programme at LSC-33025 on 10.7.2019

How many programmes are conducted from 1.7.2014 to 30. 6.2019

The following table shows the sessions wise Promotional Programmes organised.

SL.NO.	Session	Number of visits undertaken
1	July-December -2014	22
2	January-June -2015	05
3	July-December -2015	08
4	January-June -2016	01
5	July-December -2016	04
6	January-June -2017	06
7	July-December -2017	10
8	January-June -2018	10
9	July-December -2018	06
10	January-June -2019	10
TOTAL:		82

For July 2019, session the advertisement was released on 8th May by the Regional Centre in the Highest circulated Telugu News paper and it will be first effort for the promotion of IGNOU Programmes in the Region. We have planned 23 visits for the July -2019 Cycle which are shown the following table.

S.No	Centre Code	Name of the college	Date of the Meeting	Name of the Officer Participating
1.	0102	V.R.COLLEGE NELLORE	5.7.2019	Dr. K. Sumalatha, ARD
2.	0103	KBN College, Vijayawada	12.6.2019	Dr. D.R.Sharma. RD Dr.B. Prasad Babu, ARD
3.	0104	TJPS College, Guntur	27.6.2019	Dr. K. Sumalatha, ARD
4.	0106	SSBN College, Anantapur	27.6.2019	Dr.B. Prasad Babu, ARD
5.	0108	Osmania College Kurnool	9.7.2019	Dr. D.R.Sharma. RD
6.	0159	SPM University, Tirupati	8-7-2019	Dr. K. Sumalatha, ARD
7.	0162-P	St.Joseph College of Education, Guntur	27.6.2019	Dr. K. Sumalatha, ARD
8.	33009-P	St. Ann's College, Vijayawada	26.6.2019	Dr. D.R.Sharma. RD Dr.B. Prasad Babu, ARD
9.	33024	SRR & CVR Govt. College, Vijayawada	12.6.2019	Dr. D.R.Sharma. RD Dr.B. Prasad Babu, ARD
10.	33025	The Adoni Arts & Science	10.7.2019	Dr. D.R.Sharma. RD

		College, Adoni		
11.	33029	S.V.Arts College (TTD) Tirupati	1.7.2019	Dr.B. Prasad Babu, ARD
12.	33030	SVSSC Govt. Degree College, Sullurpet	08.7.2019	Dr.B. Prasad Babu, ARD
13.	33031	SVA Govt. Degree College, Srikalahasti	2.7.2019	Dr.B. Prasad Babu, ARD
14.	33032	Noble College, Machilipatnam	21.6.2019	Dr.B. Prasad Babu, ARD
15.	33033	KVR College, Nandigama	4.7.2019	Dr. D. R. Sharma, RD
16.	33034	DAR College, Nuzvid	2.7.2019	Dr. D.R.Sharma. RD
17.	33035	ABM Degree College Ongole	6 .7. 2019	Dr. D.R.Sharma. RD
18.	33041	ANR College, Gudivada	12.7.2019	Dr. D.R.Sharma. RD Dr.B. Prasad Babu, ARD
19.	33044-P	Govt. College of Nursing, Guntur	20.6.2019	Dr.B. Prasad Babu, ARD
20.	33046-P	Govt. College of Nursing, Ananthapur	28.6.2019	Dr.B. Prasad Babu, ARD
21.	33048-P	Govt. College of Nursing, Nellore	5.7.2019	Dr. K. Sumalatha, ARD
22.	33049-P	Govt. College of Nursing, Machilipatnam	21.6.2019	Dr.B. Prasad Babu, ARD
23.	33050-P	Govt. College of Nursing, Kurnool	9.7.2019	Dr. D.R.Sharma. RD

By putting sincere efforts, we are able to complete all the visits as per the above table for the July 2019. One important this is to be mentioned here is, the name of Regular Study Centre is only mentioned here but other colleges are also visited by the Academics on the same day based on the availability of the time.

For example: The undersigned has visited LSC-33025 on 10th July and organised the Promotional Programme. After completing this he had visited Sai Degree College, in Adoni and interacted with the principal and distributed the pamphlets to the students with the help of the college faculty. He had explained the opportunity given to the SC SCT Learners and requested the Principal to motivate them to use this opportunity and to enrol certificate programme of their interest as an add on programme.

Like that on 9th July the undersigned has addressed the learners at PSC-33050P and prior to that Visited the AIR Kurnool and got one slot (recording on IGNOU Programmes for 20 Minutes), which was broadcasted on 10th Morning at 7 am.

Like this for every cycle the academics are visiting different Educational Institutions and creating awareness on IGNOU Programmes, doing Carrier Counselling to the Prospective Learners and thus finally trying to enhance the GER in the Region.

Electronic Media:

In each cycle, IGNOU Regional Centre Vijayawada is approaching the AIR and Door Darshan for allotment of two slots at least. They are also responding positively and allotting slot for Live Phone in Programmes. The Topic and the name of the resource person will be announced at least three days in advance by the AIR/Door Darshan.

During the programme Anchor will interact with the resource person and will try to inform the details of the different academic programmes and their relevance for the current societal needs. The prospective learners from different parts of the state will directly interact with the resource person on different issues and get their doubts clarified.

This is happening not only at Vijayawada where the Regional Centre is located. AIR Anantapur, AIR Kurnool are also cooperating and whenever the Academics visit the Study Centre for participating in the Promotional meeting they are providing a slot for IGNOU and helping IGNOU in reaching the unreached in the Rural Areas, to inform the Educational opportunities that are available from IGNOU.

The following table shows the list of such programmes conducted in the period of report.

SL.NO.	Session	Number of visits undertaken
1	July-December -2014	10
2	January-June -2015	08
3	July-December -2015	07
4	January-June -2016	05
5	July-December -2016	05
6	January-June -2017	07
7	July-December -2017	07
8	January-June -2018	04
9	July-December -2018	06
10	January-June -2019	04
TOTAL:		63

It is clearly evident from the table that the Electronic media has extended its full support for the Career guidance and for creating awareness about the opportunities of Higher Education through IGNOU.



Dr. D R Sharma, RD RC Vijayawada, Participating in the Door Darshan





Dr. B. Prasad Babu, ARD Participating in the Door Darshan Programme

By writing letter to the Schools/Colleges/Professional Institutions:

In each cycle IGNOU Regional Centre is sending communication with the relevant information to Schools/Colleges/Professions Institutions with a request to display the same in their notice board for the benefit of the prospective learners from such institutions. For example this year we have sent the following communications:

- 2000 Bit pamphlets were distributed among C A learners who are prospective learners for BCOMAF Programme in the Region.
- A communication was sent to 225 Principals of Degree Colleges along with information brochure and an exclusive pamphlet for SC/ST fee exemption in the region to promote IGNOU Programmes
- 15000 Bit pamphlets were printed exclusively for SC/ST fee exemption to create awareness about IGNOU Programems among SC/ST students and to increase the enrolment in the Region.
- IGNOU Information brochures were distributed in different clusters of Weavers Community Skill Development Centres in the Region with the help of Weavers Cluster Development Executives.
- 55 nos. of banners (8x4 size) were got prepared as a publicity measure about July -2019 sessions admission in the name of 22 SC/ PSCs separately and dispatched to SC/PSCs with a request to display the banners at SC/PSc

premises as well at a prominent public place of the town where the LSC is located.

- A communication was sent to 14 Principals /Directors of different CA coaching centres along with exclusive pamphlet prepared for CA Students.

A copy of the report submitted to the Regional Director, in the year 2014 is placed below as a sample:

DETAILS OF PROMOTIONAL MEETINGS ORAGANIZED AT IGNOU STUDY CENTRES - 0148 & 33023 KAVITA MEMORIAL DEGREE COLLEGE, KHAMMAM

Dr. D.R. Sharma, Deputy Director, IGNOU Regional Centre, Vijayawada conducted promotional meetings highlighting some of the important/job oriented programmes like CFE, CTE, CBS, CCITSK, DNHE, DECE, CFN, CNCC, CIG, CTPM, DCE, DDT, PGDAC, B.Com (A & F),M.A. Psychology and other programmes on 22nd at Khammam Pharmacy College and on 24th at the following Educational Institutions at Palvoncha along with DR.N. Narasimha Kuamr Coordinator of IGNOU SC-33023 SR. Govt. Degree College, Kottagudem, with regard to admissions to IGNOU programmes for January 2015 cycle. The details are given below.

S.NO	DATE & TIME	NAME AND ADDRESS OF THE COLLEGES	REMARKS
1	22.11.2014 10.30 AM to 11.30 AM	Khammam Pharmacy College khammam	1. Promotional meeting conducted for DNHE Programme for the Pharmacy students 2. Photographs are attached
2	24.11.2014 10.00 AM to 11.00 AM	KLR Degree College, Palavocha Khammam Dt.	1. Promotional meeting conducted for Undergraduate students 2. Photographs are attached
3	24.11.2014 11.00 AM to 12.00 Noon	National Degee College, Palvoncha Khammam Dt.	1. Promotional meeting conducted for Undergraduate students 2. Photographs are attached
4	12.00 Noon to 1.00Pm	National TTC College, Palvoncha	Interacted with the counsellors of CIG Programme under SC-33023 and clarified their doubts on counselling and Assignment Evaluation
5.	3.00 Pm to 4.30.PM	Tribal B.Ed. College Bhadrachalam	1. Promotional meeting conducted for B.Ed.Students on CIG, CTE, CTPM, PGDEMA, PGDSLM, CFE and other programmes to 2. Photographs are attached

Signature of the Resource Persons

Above are the activities that are being followed in every cycle for meeting the objectives of the promotional programmes mentioned in the beginning of the report.